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## The Actual Proposal

December 16th, 2008



**Every year, corporates are providing billions of dollars in funding to NGOs!**  
*How can your organization benefit?  
Where to look for funding from corporates?  
How to approach corporate donors?*

**Learn how to raise funds from corporates and businesses!**

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A general format of the [proposal](#) consists of the following parts:

1. Problem Statement



NGO Opportunities in Your Country

Select Country

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Mom:

2. Rationale or Justification for implementing the Project
3. Project Goal & Objectives
4. Strategy & Activities
5. Results: Outputs and Outcomes
6. Budget

This basic format of a proposal has expanded covering many concepts and issues, confronting project **funding** and project implementation.

As new experiences are gathered by donors in project implementation and funding processes, new explanations are sought from the applicant through the proposal.

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**Five Tips for  
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Great  
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**How to train  
NGO Staff in  
Fundraising**

**How NGOs  
can protect  
themselves  
from online  
scams**



### Webinars

#### **Raising More Money from Your Local Business Community**

Date: Sept. 10, 2012 Timings: 3:00 PM – 4:30 PM GMT

#### **Building a Fundraising Board**

Date: Sept. 19, 2012 Timings: 3:00 PM – 4:30 PM GMT

#### **How to raise Funds from the European Commission**

Date: Sept. 24, 2012 Timings: 1:00 PM – 2:30 PM GMT

#### **Social Media: Using Facebook and More to Sell Your Mission**

Date: Sept. 25, 2012 Timings: 7:00 PM – 8:30 PM GMT



**Human Resource  
Development  
for NGOs**

**How to identify  
funding among  
Bilateral  
Agencies**

**How to  
write a  
Concept Note**

**How NGOs  
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Budgets**

**Promotional  
Material  
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**How to write  
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**How to write  
LFA**  
Logical Framework  
Analysis  
in Proposals

**Corporate  
Donors for  
NGOs**

**How to write  
Proposals**

**Strategic  
Fundraising  
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NGOs**

**How to write a  
Letter of  
Inquiry to Seek  
Grants**

**Sample  
Policies  
& Systems  
for NGOs**

Funds for NGOs

## Resource Guide: Questions Answered on How to Write Proposals – A Basic Guide on Proposal Writing for NGOs

July 2012

This resource guide was created in collaboration with Philantropia Inc. Philantropia Inc., an international fundraising consulting firm, helps organizations around the world to more effectively raise funds. <http://www.philantropia.org>

## Videos

- How to raise Funds for Human Rights Projects
- How to raise Funds for Women's & Girls' Issues
- Writing a Winning Concept Note for the European Commission Funding
- How to raise Funds from US Foundations
- Introduction to Strategic Fundraising Planning
- ...and many more.

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